

MARKETING

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[**APEX TO SPREAD THE WORD ON GEORGE BROWN**]

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George Brown College has selected **Apex Public Relations** as its public relations agency of record.

The Toronto shop presented a general strategic media proposal and agency credentials in a competitive review that began late last year. A short list was not disclosed.

“Following an extensive search, we chose Apex because of the disciplined, results-oriented approach it takes toward PR,” said **Karen Thomson**, vice-president of marketing for George Brown College. “This, combined with its extensive experience in developing thought leadership programs on behalf of its clients, will help us realize our potential to positively impact our city, our province and even our country.”

Apex is already at work, refining the public and media relations campaign it presented during the pitch, incorporating stakeholders’ suggestions, said Apex vice-president **Ken Evans**. The plan is set to launch next month.

The campaign, targeted at city administrators, employers, parents and students, will communicate the college’s future role in the GTA’s social and cultural evolution, said Evans.

“George Brown College offers a wealth of interesting and diverse experts who can speak to a broad range of topics that will ultimately enhance the profile of the college. We’re thrilled to be working with them to this end,” said Evans.

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